## 3.6: Promotion Worksheet (Emkhe, Fulton, Lusk, 2005)

Describe your product's promotion in the first column and your competitors' promotion in the second.

	Your Product	Your Competitors' Product
Advertising		•
Radio		
Television		
Print		
Electronic		
Word of Mouth		
Other Methods		
Public Relations		
Personal Selling		
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Sales Promotion		